GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3515
ANSWERED ON:18.04.2005
DWINDLING TOURIST TRAFFIC IN STATES
Scindia Shri Jyotiraditya Madhavrao

Will the Minister of TOURISM be pleased to state:

(a) whether the Government is aware of dwindling tourist traffic in various States, especially the bird and wildlife sanctuaries and national parks in Madhya Pradesh, Rajasthan, Maharashtra and Gujarat;

(b) if so, how far the tourist traffic has dwindled during 2002-03, 2003-04 and 2004-05; and

(c) the steps taken to bring improvement in tourism sector?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)(SMT. RENUKA CHOWDHURY)

(a): Information has been received from the State Governments of Maharashtra, Gujarat and Madhya Pradesh. No information separately on tourist traffic to Bird & Wildlife Sanctuaries and National parks is maintained by the State Government of Maharashtra. From the statistics supplied by the Governments of Gujarat & Madhya Pradesh, no reduction of tourist traffic to their sanctuaries and national parks is noticed. In case of Rajasthan, while the general tourist arrival to the State has been increasing since 2002, fluctuations have been noticed at a few sanctuaries/parks over the years.

(b): Tourist traffic to Bird/Wildlife Sanctuaries and National Parks in Rajasthan has been estimated as follows:-

S.No.	Tourist Place	Year		
		2002	2003	2004
1.	Alwar	123115	183762	205986
2.	Sariska	14910	8421	8992
3.	Swai - Madhopur	54817	48653	111373
4.	Bharatpur	66542	79285	107216

(c): Various steps taken by the Government to bring improvement in the tourism sector include:

? Development of tourist spots under its various schemes of infrastructure development of tourist circuits and destinations;
? Direct approach to the consumers through Electronic and print media through the `Incredible India` Campaign;
? Creation of World Class Collaterals;
? Centralized Electronic Media Campaign;
? Direct co-operative marketing with tour operators and wholesalers overseas;
? Greater focus in the emerging markets, particularly in the region of China, North East Asia and South East Asia;

? Participation in Trade Fairs & Exhibitions;
? Optimizing Editorial PR and Publicity;
? Use of Internet and web marketing;
? Generating Tourist Publications;
? Re-inforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products;
? Launching of Road Shows in key source markets of Europe;
? Focusing on growth of hotel infrastructure particularly budget hotels; and
? Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions.